

Automotive News

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Tokyo show showcases Japan design

This week's Tokyo auto show will be the center of the automotive universe as Japanese designers seek to dispel the notion that they merely copy Western designs.

Visitors from North America and Europe will gather at the biennial show to view the Japanese concept cars and production models they will face in the marketplace in the coming years.

Among new production or near-production models are the mid-engined Toyota MR2, Mazda Cosmo coupe, Mitsubishi Diamante sedan, Mitsubishi HSX coupe, Toyota Previa minivan and Nissan NX.

Exclusive photographs of cars at the Tokyo show, Pages 42 and 43.



Toyota's redesigned two-passenger MR2, top, and the rotary-powered Mazda Cosmo go on sale in the United States early next year.

Ford kills Merkur, cancels '90 Scorpio

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. canceled its Merkur line last week, failing for the third time to sell a European car line in its Lincoln-Mercury showrooms. Ford announced it would eliminate Merkur's only remaining product, the German-built Scorpio.

Ross Roberts, vice president and general manager of Lincoln-Mercury Division, said falling sales did not justify the expenditure needed to bring Scorpio up to new passive restraint requirements.

"Given less than anticipated sales volumes and investment requirements to re-engineer the cars to meet federal standards, the decision was made to discontinue importation," said Roberts.

L-M dealers with a Merkur franchise are being encouraged to display Merkur dealer signs even though they will have no cars to sell. The signage program will be evaluated next year. L-M dealers who had franchises will continue to provide parts and service for Merkur vehicles and will honor the guaranteed resale program on the Scorpio.

If dealers want out, L-M will buy back any 1989 Scorpios a dealer does not want and will reimburse the dealer upon request for signage and parts at full cost.

The Merkur franchise was established in 1985 to appeal to a growing number of young, affluent luxury sports car buyers who were shopping for cars in BMW, Audi, Saab and Volvo showrooms. The cars were sourced from Ford's European subsidiary, Ford of Europe, which had successfully sold the models in Western Europe.

But the product line failed to ignite sales interest.

Merkur was Ford's third attempt to bring Europe into L-M showrooms. Earlier, it offered Ford of

MERKUR UNIT SALES

	XR4Ti	Scorpio
1985	8,974	
1986	14,315	
1987	9,123	5,178
1988	5,745	9,516
1989*	3,754	2,713

*Through Oct. 10

Germany's sporty Capri coupe and the limited-edition Pantera sports car from Italy. They were short-lived.

Merkur died slowly. L-M in 1986 called back 50 of the original 700 Merkur dealerships. In 1987, the name Merkur was virtually eliminated from Scorpio and XR4Ti advertising to stress the products over the brand name. In 1988, Ford announced that it would commit no more television dollars to its XR4Ti model. Several months later it said it could not justify the investment to equip the car with required passive restraints and dropped it from the lineup.

L-M planned to introduce the 1990 Scorpio in January and executives talked freely about a Scorpio notchback arriving in the 1991 model year. The only public sign that the franchise was in trouble was an announcement in September that marketing dollars for Scorpio would be reduced and the number of Merkur dealers would be cut a second time.

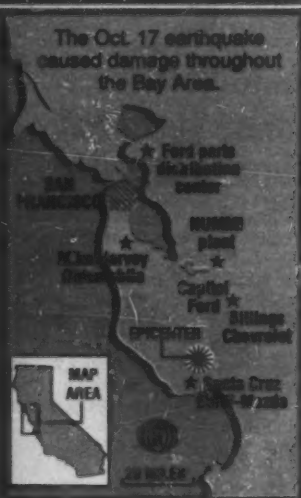
Dealers and marketing experts point to a series of marketing oversights that led to Merkur's termination. Detractors say the cars were good products but were overpriced by \$8,000 to \$10,000.

"The Scorpio should have been a \$15,000 car and it would have sold well," said David Byram, general manager of Elmhurst Lincoln-Mercury, Elmhurst, Ill.

Others say there was too much competition from other domestic

see SCORPIO, page 41

Shockwaves



AUTOMOTIVE NEWS / CHRISTINE GREEN

QUAKE: Dealerships, NUMMI, Ford parts site damaged

By Dutch Mandel and Timothy J. Dunne
AUTOMOTIVE NEWS STAFF

Last Tuesday's California earthquake brought havoc to the San Francisco Bay area, but the auto industry there fared reasonably well.

The quake was indiscriminate in its destruction, buckling and collapsing highways, bridges and buildings.

Feeling the temblor's effects were an auto manufacturing plant and high-tech Silicon Valley businesses, a Ford Motor Co. parts depot and countless auto dealerships and down Northern California's San Andreas Fault.

"I was on the third floor of this building, and I could hear glass breaking all around me," said Michael Damer, a spokesman for New

United Motor Manufacturing Inc., the General Motors-Toyota joint venture in Fremont, Calif. "There was no panic when the earthquake was going on — there was just amazement from everyone."

Damer said that when the quake struck at 5:04 p.m., the second shift at NUMMI had been under way for 35 minutes. He said the facility was evacuated immediately, and operations ceased.

Damage included broken glass, water main and air compressor breakage and electricity loss. Damer said that of 10 people injured — with cuts and bruises, possible fractures and an asthma attack — three were released from the plant medical facility and seven were moved to a hospital.

see QUAKE, page 41

Review: 'Roger and Me' is funny, sad and often absurd

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DENVER — At nearly every public gathering lately, General Motors Chairman Roger B. Smith has had to defend himself, the corporation and the city of Flint, Mich., against their portrayals in the recently released film, *Roger and Me*.

The documentary by Flint native Michael Moore has taken the movie world by storm. The film chronicles the downward spiral of GM plant closings that put more than 30,000 employees out of work, as well as Moore's efforts to track down Smith to convince him to visit Flint.

The film is funny — often absurd — and at the same time, sad.

The film is not yet available in commercial theaters, but movie houses hosting film festivals have packed in the audiences. At last week's Denver International Film Festival, all showings of *Roger and Me* sold out.

The film has won the prestigious Toronto Film Festival award and could be headed for an Oscar.

Movie critics have showered the picture with accolades. The New York Times called Moore a humorist in the tradition of Mark Twain.

Admitting he hadn't seen the film, Smith told reporters after the film won the Toronto award in

September that from what he had read, the film does a great disservice to Flint and the thousands of workers there who contribute to the city and GM.

"It is unfortunate," he said, "that people who have pride in their community and the products they build are subjected to public embarrassment at a time when they are producing some of the finest products in America."

Other GM executives and members of the automaker's public relations staff also have spent much of their time standing up for Flint and GM since the film's release.

In an unusual move, GM recently

see FILM, page 41



AUTOMOTIVE NEWS/AL WILSON

During a scene from *Roger and Me*, GM President Roger Smith announces the closing of 11 plants, eliminating 29,000 jobs.

Ford keeps eye open

Ford's talks with Saab-Scania are dead. But the automaker's No. 2 man, Harold Poole, says the company continues to look for joint-venture possibilities. Page 3

Poling says Jaguar won't end Ford hunt for partners

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Ford Motor Co. will continue to explore possible joint ventures and projects with other overseas and domestic manufacturers — beyond current links with Mazda and Nissan and a pending relationship with Jaguar.

Ford Vice Chairman Harold Poling said Ford — which has increased its stake in Jaguar to more than 10 percent — is hoping to expand Jaguar's present car lineup with the assistance of Ford's engineering and manufacturing expertise and the benefits of Ford of Europe's "volume sourcing."

Ford, according to Poling, wants to help the British firm be a stronger competitor in Europe and the United States in the ultra luxury market.

But cross-breeding Ford and Jaguar product lines is unlikely.

Ford, Saab-Scania end talks

DETROIT — Ford Motor Co. and Saab-Scania have dissolved their talks about closer collaboration.

A brief joint statement Friday said, "These discussions did not lead to a conclusion acceptable to both sides and therefore have been discontinued."

They said they were unable to reach an agreement that could make long-term business sense

for both parties.

The companies confirmed the discussions early in September but would not identify the nature of those talks.

The talks were part of a broadly based realignment in the European vehicle industry. Ford and General Motors are bidding for Jaguar, and Renault and Volvo are discussing areas of "mutual interest."

"I think we have a unique position with our luxury car products in the United States. I see this as different," said Poling when asked if Jaguar products could appear in Lincoln showrooms.

Ford would likely provide assistance where needed, not key components. "They have their own

unique engines and to the extent they have powertrains planned that would satisfy the demand of the products they have planned," Poling said.

Poling said General Motors' bid for Jaguar didn't surprise Ford, because Jaguar had discussions — solicited and unsolicited — with



AUTOMOTIVE NEWS-JOE WILSON

Ford's Harold Poling wasn't surprised by GM's bid for Jaguar.

nearly every major automaker. Jaguar's purchase price, he said, must make it a "viable venture" for Ford. He added that Ford will not pay an unreasonable price.

"We would expect a relationship such that it would develop into a strong, healthy, vibrant competitor in the area of the market they (Jaguar) are in," Poling said.

see POLING, page 44

MG, Triumph may be part of Sterling's U.S. future

By Richard Feast
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The prospect of an MG or Triumph returning to the United States has been dangled before beleaguered dealers by Sterling Motor Cars President Graham Morris.

Morris, listing the brand names still owned by the parent Rover Group, said, "We could bring back one of those badges, put it on a suitable vehicle and sell low volumes of 2,000-3,000."

While Morris would not identify the brand, the news represented a break with Rover policy of never discussing future products.

Sterling recently confirmed it will introduce a coupe derived from the sedan in the United States during the 1992 model year.

Sources also say the sedan replacement has been brought forward and that a convertible will follow the introduction of the coupe. Those cars are in addition to the niche model alluded to by Morris.

Rover is the name of the group that once successfully retailed MG, Triumph and Austin-Healey sports cars in the United States. The company, which presently sells MG versions of some of its sedans in Europe, also owns the Austin, Morris, Riley and Wolseley names.

The new products are part of a five-year plan to establish Sterling as a niche marketer in the United States.

Sterling directors discussed four strategies when they met three months ago: to pull out of the United States; to stick with incentives and remain as it is; to pursue a multimillion-dollar



AUTOMOTIVE NEWS-JOE WILSON

Morris aims to turn Sterling around by 1992.

expansion plan; and — the course chosen — to go for what Morris called a "stabilizing strategy."

The plan calls for steadily reducing losses and a profit by 1992 for Sterling, Morris said.

One of the factors behind the decision to stay is the unification of European markets after 1992. Rover anticipates greatly increased competition in Europe and a pressure on margins as price equalization takes effect. The United Kingdom, where Rover sells most of its cars, has traditionally been a high-profit market.

"One of the main Rover Group objectives is an export-led expansion," said Morris. "We have to look elsewhere, and the United States is the obvious place."

One of Sterling's first steps is to ask dealers, "Have you got a future with Sterling?"

The question, in the form of a video dis-

patched to each of its 161 dealers, follows a quiet nine-month period during which Sterling has been getting its house in order.

"We want commitment," said Morris, who in January became the company's third president in as many years. "We're saying to them, 'Let's stay married, or let's get divorced.'"

Morris acknowledged past quality problems with Sterling, which went on sale in 1986. "We let the consumer down with some basic problems in 1987," he said.

But he said quality has improved dramatically. "The perception of quality lags behind reality, but we need a third-party endorsement."

Sterling expects results this week of a J.D. Power survey it commissioned on the subject. "Early reports are that we see a drastic improvement in every area," Morris said.

Big efforts are going into getting cars to market on time. The 1989s didn't go on sale until the spring of this year. The 1990s will not be on sale until November, but Morris promises 1991 cars will be ready for market next September.

Sterling has been steadily reducing stocks, which have been high almost from the introduction. It cleared unsold 1989s by providing free floorplanning to dealers. At present, there are no plans for incentives on 1990 models, Morris said.

He would not talk about sales projections, though he conceded there may be a further fall this model year. It would be on account of tougher market conditions, more competitors and the fact that Sterling is a year older.

Jaguar leader tells why Ford is unwelcome

By Daniel Ward
STAFF CORRESPONDENT

LONDON — As the rivalry between Ford and General Motors to be a successful suitor to Jaguar intensifies, Sir John Egan has spoken out about why Jaguar wants to rebuff Ford's "unwelcome" advances. Ford now owns 10.4 percent of the British firm.

The Jaguar chairman, speaking at the London Motorfair last week, said that in discussions with Jaguar, Ford has spent 90 percent of its time talking about eventual ownership of the luxury carmaker.

In contrast, GM has devoted 90 percent of its discussions over a nine-month period to establishing potential areas for partnerships and collaboration.

The quickening pace of tough emissions legislation in the United States is one of the major reasons the company's management concluded it needed a long-term partner.

"We have the technology to achieve these emissions standards, but we need a partner," Egan said.

Jaguar also realized that it must now have high-volume suppliers of "incidental parts" like wiring and switches.

GM is becoming a significant supplier to Jaguar. For more than a decade, Jaguar has used the GM400 automatic transmission for V-12 models.

GM's Delco operation will develop the engine management system for the revised V-12.

After Jaguar talked to "most of the carmakers in the world, GM emerged as the easiest to do business with as they were quite willing to help us," Egan said.

Ford would fund the expansion of Jaguar's model range with the addition of a car to compete with the BMW 5 series.

"We always wanted to expand our range, and it so happened that GM had an idea that we close to one we wanted to develop," Egan said.

Last week The Associated Press reported that Jaguar would build cars for GM.



Egan

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Subaru-Isuzu expands ahead of schedule

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

LAFAYETTE, Ind. — Subaru and Isuzu will accelerate their U.S. production plans with a \$90 million expansion of their Indiana plant, two years ahead of schedule.

Subaru-Isuzu Automotive officials said last week that by the third quarter of 1991, capacity at the \$550 million plant will be boosted from its current 120,000 cars and trucks a year to about 170,000.

Tamon Yamamoto, Subaru-Isuzu president, said the plant will reach annual capacity of 240,000 vehicles by the fall of 1993.

That would be two years ahead of the schedule the parent companies originally planned but never announced, he said.

The early expansion reflects the company's optimism about U.S. sales prospects. Although Subaru's sales have declined this year, it is counting on increased demand for the Legacy, now being built by Subaru-Isuzu. Isuzu will rely on the expansion to help meet growing demand for sport-utilities.

Subaru-Isuzu began production in September. Fuji Heavy Industries (which owns Subaru) owns 51 percent of the venture; Isuzu Motors, the rest.

Half of the plant's output is Subaru Legacy sedans and wagons; the other half is Isuzu pickups. Next

spring, Isuzu will also begin producing the Rodeo, a new sport-utility based on the Trooper.

Subaru has not specified what its next vehicle will be. But in an earlier interview, Yamamoto said the company was considering building its XT sports car at the Indiana plant.

The initial \$90 million expansion, which is already under way, will boost production from 10,000 vehicles a month to 14,000 by mid-1991. That volume will also be divided evenly between the companies.

Akira Soejima, senior managing director of Fuji Heavy Industries, said Fuji is confident that, despite falling U.S. sales, expanded Subaru-Isuzu output in the United States is necessary. Subaru of America projects U.S. sales of 150,000 units for the 1989 calendar year, down from approximately 170,000 two years ago. Soejima said the company is currently selling 5,000 Japan-built Legacys a month in the United States and expects that number to increase.

The company dubbed its \$90 million expansion an "accelerated Phase II" because it is a production stage that was not planned originally. Subaru-Isuzu had expected to go directly from 120,000 units in Phase I to 240,000 in Phase II.

James M. Woronick, Subaru-Isuzu vice president of human affairs and general resources, said the current expansion will include about \$15 million in additional building construction and three additional stamping press lines.

Subaru
holds
prices,
Page 44

NADA's Tonkin may raise automakers' ire with new ad

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

HILTON HEAD, S.C. — Ron Tonkin has raised a slew of controversial issues about auto dealers and their relationships with automakers since his term as president of the National Automobile Dealers Association began last February.

And now, he plans to reiterate many of those issues in a print ad to appear soon in industry trade magazines.

Tonkin declined to discuss specifics of the ad, but apparently it also includes advice — called "thought-starters" — to dealers on how to confront automakers.

Tonkin has railed against manufacturers on issues like elimination of carryover allowances, fleet subsidies, changes in dealer advertising costs and layers of incentives to sell cars.

One NADA director characterized the ad as "a punch in the face" to manufacturers, saying he couldn't discuss it further for fear

of losing the element of surprise.

Tonkin unveiled the plan last week at NADA's board of directors meeting here. At the time, he asked directors for a vow of secrecy on the ad's contents.

Although there were concerns about whether the ad could create liability questions for the association, an NADA spokesman said late last week it will go forward.

At last week's meeting, NADA directors also elected Ray Green, president of Ray Green Holding Co., based in Jacksonville, Ill., as the next president of the 20,000-member association.

Green, currently NADA first vice president, will assume office Feb. 13 at the association's 1990 convention in Las Vegas, Nev.

He has been active in a variety of NADA programs including industry relations, NADA building committee, Project 2000 and NADA/American International Automobile Dealers Association.

He is also chairman of the Toyota line group and serves on



Green



Anderson



Herrmann



Adcox

the Dealers Election Action Committee among others.

Green has stated that he wants an increase in dealer contributions to the Dealers Election Action Committee so it can maintain and improve its political clout.

Frank Anderson, president of Sir Walter Chevrolet Co. in Raleigh, N.C., was elected first vice president. Anderson will almost certainly succeed Green as president in 1991.

Anderson is chairman of NADA's finance committee, serves on the building committee and is executive committee liaison to the

policy and bylaws committee.

Mark S. Herrmann, president of Mark Buick Corp. in Yonkers, N.Y., was elected NADA secretary for 1990, and Herbert Adcox, president of Herb Adcox Chevrolet in Chattanooga, Tenn., was elected treasurer.

Elected for two-year terms as NADA regional vice presidents were Edward L. Scuncio, president of Scuncio Chevrolet in Greenville, S.C., Region I; and Richard E. Strauss, president-general manager of Dick Strauss Ford-Isuzu-Suzuki, in Richmond, Va., Region II.

Dealers elected to the finance committee are James K. Lust, president of Lust Chevrolet-Buick Co. in Aberdeen, S.D., for a three-year term; and S.J. Schumacher, owner-manager of Schumacher's Inc. in Linton, N.D., for a two-year term. Robert E. Moody, president of Moody's Inc. of River Falls, Wis., was re-elected a three-year term.

Elected to the board of directors of the National Automobile Dealers Association Retirement Trust for three-year terms were Jim Clark, president of Jim Clark Motors Inc. in Lawrence, Kan.; and Jimmy C. Payton, president of Payton-Wright Ford in Grapevine, Texas. Howard J. Christensen, president of Motor Inn Co. of Albert Lea, Minn., was re-elected for a three-year term.

Bob Maquire, president of Bob Maquire Chevrolet in Borden, N.J., was elected to the board of directors of the National Automobile Dealers Association Insurance Trust. Moody was re-elected to the board.

Makers slash 68,000 cars from 4th-quarter schedules

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers have trimmed nearly 68,000 cars from their fourth-quarter production schedules.

The nine automakers now expect to assemble 1,656,046 units in the last three months of this year, 12.76 percent below 1988's total.

The updated fourth-quarter schedule indicates the lowest output for that period since 1982 when the recession slashed auto production to 1,308,774.

The Big 3 have scheduled 1,362,000 cars for assembly in the October-December period, 19.32 percent below last year's fourth-quarter output.

Transplants and joint-venture companies expect to produce 294,046 cars, 39.98 percent more than the 210,059 built in the final three months last year.

Ford Motor Co. was the only company to boost its schedule from its original forecast. Ford plans to assemble 400,000 cars, 6,000 more cars than it had initially slated, but still below last year's output.

Ford's projected build is 10.55 percent below the 447,161 cars built in the period last year. Ford attributed this year's production dip to the Nov. 22-Feb. 26 shutdown of the Wayne, Mich., plant to retool for the new Escort.

General Motors cut 47,000 cars from its original fourth-quarter forecast. GM now plans to build 733,000 cars, 22.42 percent below its fourth-quarter build last year.

Chrysler Motors revised its schedule to 229,000 cars, 8,000 less than its original forecast and 22.67 percent below the year-ago total.

Diamond-Star Motors cut almost 15,000 cars out of its original schedule. The Chrysler-Mitsubishi joint venture now plans to produce 41,245 units. The company began reporting production figures last January.

Mazda Motor Manufacturing (U.S.A.) Corp. trimmed its schedule by 3,000 cars. Mazda now plans output of 52,000 units, 15.41 percent below the year-ago fourth quarter total.

Honda of America Manufacturing cut a mere 730 cars from its

	Projected 1989	Actual 1988	% change
GM	733,000	944,860	-22.42
Ford	400,000	447,161	-10.55
Chrysler	229,000	286,120	-22.67
Total	1,362,000	1,678,141	-19.32
Diamond-Star	41,245	0	—
Honda	52,000	61,673	-15.41
Mazda	25,046	25,510	+2.16
Isuzu	43,300	16,280	—
Toyota	47,000	18,952	—
Total transplants	294,046	210,059	+39.98
Total	1,656,046	1,888,200	-12.76

original schedule, bringing its new estimate to 84,455. That is 4.37 percent below 1988's fourth-quarter total.

Nissan Motor Manufacturing Co. U.S.A., New United Motor Manufacturing Inc., and Toyota Motor Manufacturing U.S.A. reported no changes in their fourth-quarter schedules.

Subaru-Isuzu Automotive in Lafayette, Ind., said last week that it was unable to supply a fourth-quarter auto production forecast.

Auto sales didn't tumble along with stock market

By Philby Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Recent fluctuations in the stock market apparently have not yet caused a further sales downturn in the United States.

In a random Automotive News survey last week, dealers said sales were sluggish, but they could not attribute declines to stock market fluctuations since the Oct. 13 plunge of 190.58 points in the Dow Jones Industrial Average.

Several dealers said sales are down because customers are confused by the myriad of complex and diverse rebates on 1989 and 1990 models. A few said adverse weather reduced showroom traffic.

Conversely, some import dealers were surprised by an upturn in sales after the stock market upset.

After the Dow Jones average plunged 508 points on Oct. 19, 1987, dealers — particularly those in the Northeast and those selling upscale imports — reported an immediate, prolonged downturn due to consumer caution.

Dealers surveyed last week were monitoring inventories, and some said they have begun to cancel or freeze car orders. East Coast and Great Lakes dealers were most apprehensive about slower sales.

"Our traffic has been off the last few days. The buyer is totally confused. What we need now is something very simple and aggressive like 4.8 percent for 48 months," said Edward J. Butera, general manager of Warnock Chevrolet and Geo in Morristown, N.J.

"Used-car business has been good but new-car business has been horrible. We've canceled orders," said Steve Bird, sales manager of Courtesy Chevrolet-Oldsmobile in Shelby, Ohio. He said his stock is about 70 percent 1989 models.

Traffic has been down for Peter Griffin's Ford and Buick stores in Greenwich, Conn. But Griffin said he can't attribute it to stock market wariness. "The only traffic that has remained strong is Lexus," he said. "We're taking orders at list price. Buick has fallen off dramatically. Weatherwise, we've had rain for the last three days."

The stock market swings won't

have the same impact as two years ago, according to Gregory Swartz, general manager of Randolph (Mass.) Chrysler-Plymouth. Sales were off last week, but he said it was more likely due to the vestiges of tropical storm Jerry.

A Boston luxury import car dealer said his grosses were way up last week and a lot of customers were paying cash for BMW and Mercedes-Benz models. He speculated that some might be taking equity loans. His dealership sold 10 cars the day the market dropped.

Sales have been sliding since early October for Sun Belt dealership Camelback BMW-Porsche in Phoenix, Ariz.

"Customers are more confused than cautious," said Camelback new-car manager Chuck D'Amato.

"I was concerned in the beginning," said Rene Areullo, new-car sales manager at Miami Lincoln-Mercury. "We had a decent Saturday and a slow Sunday (following the Friday Oct. 13 market plunge). Sales were nearly back to normal this week."

Stempel's view: 'minimal effect'

ST. LOUIS — General Motors President Robert Stempel told a group of engineers last week that the wild gyrations on Wall Street will have "minimal effect" on 1990 car and truck sales.

"The stock market gave us a jolt in the closing hours of Friday afternoon (Oct. 13), but Monday's return to reasonable behavior indicates the basic business is sound," he told members of the North American Die Casting Association.

Basing his opinion on the University of Michigan consumer confidence survey, he said buying attitudes are still strong. "We are watching dollar values and stocks carefully," he said. "Car sales are still robust. There is less strength in a long time — due in part to the recession — but we're not seeing a sharp decline."

GMC ties ad series to success in survey

By Arlene Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

PONTIAC, Mich. — GMC Truck Division hopes the one-two punch of J.D. Power and Associates and a new advertising campaign can do for compact trucks what it did for Buick LeSabre just three months ago.

GMC Truck is developing a new ad campaign touting its position as the No. 1 compact truck in Power's September New Car Sales Satisfaction Index.

"If I were a customer in the marketplace, I'd look at the SSI survey and think it was a good signal," said Sandra Dellinger, GMC Truck national advertising manager. "We are very excited. We will continue to express the quality in our products and our quality salespeople. We hope it will increase sales."

LeSabre's ranking as top domestic model in Power's June Initial Quality Survey helped Buick double last year's sales of LeSabre during the first 20 days of July.

The GMC campaign breaks in mid-November with a full-page ad in Automotive News congratulating GMC Truck dealers for earning top honors. Television ads — incorporating the Power Sales Satisfaction Index information — will begin shortly thereafter. Also, a billboard campaign is in the planning stages.

Dellinger said the ads will be "very direct, much

like Mr. Iacocca's 'these are the facts' messages in Chrysler ads.

To conduct the survey, Power polled owners three months after the purchase of their new vehicles about their sales experiences. Customers were asked, among other things, to evaluate salespersons on honesty, knowledge of model and features plus financing options.

This is the first year the survey included buyers of new compact trucks. There were 13 compact truck nameplates (counting Chevrolet and Geo as one) vying for top honors in one or more of the segments: pickup sport-utility and van.

GMC trucks included in the category are S-15 Jimmy, S-15 pickup and Safari compact vans. GMC sold 131,821 compact trucks from Oct. 1, 1988 through Sept. 30, 1989.

The second position was held by another GM product, Chevrolet/Geo, which scored 102 points in the survey. Ford claimed the third spot with 101 points, closely followed by Toyota which scored 100. The industry average is 82.2 points.

As a segment, compact pickups earned an overall Sales Satisfaction Index score of 100; compact vans scored 78 and compact sport-utilities, 84.

OPINION

GM must improve its human relations when it shuts plants

General Motors will certainly close some assembly plants during the next few years. In plants across the continent, tens of thousands of employees know that GM can build far more cars than it can sell.

GM tries to be a humane corporate citizen when it closes a plant; while politicians campaign to require a few months' notice of impending plant closings, GM always gives far more notice than any politician ever talks about.

But the No. 1 automaker is going to have to do better if it hopes to achieve more productive relations with its workers, their communities and the North American population.

GM recently announced some plant shufflings. There was one winner, a plant in Flint, Mich., that will get van production that is currently done at Lordstown, Ohio, and Scarborough, Ontario. The people on the van line at Lordstown at least can start planning some changes.

But Scarborough employees and workers at two other plants are on the never-never-land list. They must wait to find out if GM will bless them with a new product.

Look at the employees at the Van Nuys, Calif., plant, which builds the aging Camaro and Firebird models. Those workers were told that if those cars are replaced, the replacement will go to Quebec. Meanwhile, GM told the plant to continue looking at producing vehicles that might feasibly be produced for the West Coast market.

This comes from the company that couldn't make money on 40,000 Pontiac Fieros a year, and thus closed the plant whose workers did everything for the company but whistle the GM anthem while they worked. The Fiero workers — held up as the model of cooperative, productive American employees — didn't even qualify for the limbo that Van Nuys and Scarborough got.

After the announcement, the UAW is angry, the Canadian Auto Workers are angry, and workers at three plants have no particular reason to feel loyalty toward General Motors.

In a difficult market and with awesome responsibilities to people, GM has to do better. Its plan to achieve 100 percent utilization of capacity will inevitably mean closings and human misery.

But GM can shorten the time that plants are in limbo, while still giving plenty of time to prepare for a certain closing. And it can be honest with workers whose plants are on the hit list. Playing plants off against each other — and then making decisions that aren't really based on the cooperation of the workers — defeats an important piece of what GM is trying to achieve: better human relations.



The fight for Jaguar is going to be bloody

The Ford Motor Co. executive promised his wife a Jaguar for Christmas. The General Motors executive promised his wife that she could have a Jaguar for her birthday. The automobile supplier promised himself a Jaguar any old time he could get away with it.

That is the real dynamic behind the attempted purchase of Jaguar plc by Ford or General Motors. Forget poor old Sir John Egan, the Jaguar chief executive. He doesn't count any more, and I'm not sure he knows it yet.

The British government's "golden share" will delay any takeover and will certainly influence the outcome for this well-regarded British marque.

But the real force, deep down inside, is that — customers aside, suppliers aside, even employees aside — every executive at Ford and GM wants to own Jaguar plc and maybe even drive a Jaguar. Throw away the keys to your Cadillac Fleetwood! Junk your brand-new Lincoln Town Car! Now, one of the two biggest companies in the automobile business



is going to own a real jewel. Not something funny that nobody understands, like Ford's Aston Martin. Not a little engineering company that makes cars, like GM's Lotus.

This is big time, and the winner is going to be able to drive home with the prize.

No chance for second place. No ties. Winner take all.

If you're going to buy Hughes or some bank, then you analyze the finances and marketing, and you take your best shot. Those are

simple business decisions: what is right financially for GM or Ford.

But when we think about Jaguar, we have passion and lust. Now we have something that every American schoolkid can get involved in with old Dad. They know what Jaguar is all about. They can almost smell that Connolly leather. They want to be the first on their block to have a really neat car — something special that will make the gasoline in their blood start to percolate.

In this battle of the titans, it is still anybody's guess as to who will win. In the next year and a half, Ford or GM is going to acquire what may become the plum of the 1990s.

Strange things happen when rational men become swayed by emotion. There are few things that will raise the blood pressure of an auto man like a Jaguar. Jaguar has that appeal.

It's strange: If Jaguar had figured out how to harness its own magic, then there wouldn't be a couple of suitors hanging around the front porch.

Automotive News

The weekly newspaper of the industry

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ARP



TRUCK INDUSTRY

SEPTEMBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001- 16,000 GVW CLASS 4	16,001- 19,500 GVW CLASS 5	19,501- 26,000 GVW CLASS 6	26,001- 33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1989	TOTAL 1988
CHRYSLER-PLYMOUTH MO		12,375						12,375	13,283
	YR	141,567						141,567	149,146
DODGE	MO	40,793						40,793	40,662
	YR	418,694						418,694	442,033
JEEP	MO	21,688						21,688	21,214
	YR	195,659						195,659	186,679
TOYOTA	MO	17,459						17,459	21,664
	YR	174,015						174,015	191,883
NISSAN	MO	7,795						7,795	16,908
	YR	119,404						119,404	131,756
MAZDA	MO	6,652						6,652	8,344
	YR	62,774						62,774	75,014
ISUZU	MO	8,649						8,649	8,718
	YR	72,918						72,918	65,189
MITSUBISHI	MO	2,693						2,693	3,323
	YR	29,962						29,962	33,466
SUZUKI	MO	2,368						2,368	761
	YR	19,787						19,787	50,517
RANGE ROVER	MO	414						414	329
	YR	3,562						3,562	2,527
FORD	MO	110,700	1,861		782	1,803	819	115,965	122,567
	YR	1,075,947	19,308		8,036	25,396	11,446	1,140,135	1,170,929
FREIGHTLINER	MO							1,932	1,932
	YR							18,532	18,532
CHEVROLET	MO	133,894		13	663	721		135,291	95,131
	YR	1,039,571		185	5,017	6,621		1,051,394	1,018,712
GMC	MO	35,885		444	483	1,078		37,890	27,161
	YR	279,060		3,350	4,316	9,718		296,444	295,650
KENWORTH	MO					21	1,510	1,531	1,874
	YR					301	13,650	13,951	12,578
MACK	MO				135	180	1,395	1,710	2,166
	YR				1,417	1,083	15,167	18,467	19,269
MERCEDES	MO				48	78		126	232
	YR				641	940		1,581	2,323
NAVISTAR	MO		1	14	1,040	2,684	2,485	6,224	6,939
	YR		107	109	9,271	24,244	26,338	60,070	63,391
PETERBILT	MO					26	1,403	1,429	1,782
	YR					396	12,389	12,785	11,966
VOLVO/GM HEAVY	MO					103	1,509	1,672	1,812
	YR					751	12,148	12,899	12,227
HINO	MO	38		55	50	91		234	215
	YR	190		373	407	745		1,723	1,547
NISSAN DIESEL	MO	65		80	66	48		259	184
	YR	422		579	300	479		1,780	1,556
ISUZU TRUCK	MO	329	67	38	23	41		498	612
	YR	3,980	475	171	576	506		5,717	4,965
MITSUBISHI FUSO	MO	101		46	32	39		218	378
	YR	1,203		489	256	480		2,406	2,150
SCANIA	MO						7	7	2
	YR						92	92	122
IVECO TRUCKS	MO	116	33	17	18			186	312
	YR	1,021	383	210	120			1,734	1,883
WESTERN STAR	MO						90	90	107
	YR						1,100	1,100	1,100
OTHER DOMESTICS	MO				32		43	75	96
	YR				139	116	616	886	877
GRAND TOTAL	MO	402,016	1,962	787	3,372	6,913	11,253	426,223	398,964
	YR	3,636,753	20,273	5,488	30,515	72,558	111,479	3,880,042	3,998,429
1989 YR to DATE		3,716,786	15,728	6,978	41,715	78,885	107,410		

NOTE: 1989 YTD includes 10 Dealer Units; Class 1-3 sales data reported by individual manufacturers; Class 4-8 reported by Motor Vehicle Manufacturers' Association.

Mitsubishi Fuso seeks 20 dealers; has 122

By Joseph Dehn
AUTOMOTIVE NEWS STAFF REPORTER

ANKSTER, Mich. — Mitsubishi Fuso Truck of America signed its 122nd dealer here — a diesel repair shop that sells Marmons.

Jim Graham's Garage sold only a half dozen Marmons last year, according to Bill Witzke, shop manager. It is what its name suggests — a garage.

But Mitsubishi Fuso of Bridgeport, Conn., has had good results in gaining inexperienced dealers.

The company's No. 1 dealer, Tri-County Truck & Equipment in Pompano Beach, Fla., never sold a new truck until it took on a Mitsubishi Fuso franchise a few years ago, according to Thomas E. Reimers, Mitsubishi Fuso Truck of America executive vice president and chief operating officer.



Last year, the dealership retailed between 140 and 150 Fusos.

Reimers said repair shops typi-

cally have good reputations in their communities and can influence a customer to purchase one of their trucks when they take on a franchise.

It plans to sign about 20 more dealers by early next year to reach its goal.

Reimers added that it usually takes \$22,000 to \$26,000 to get a Mitsubishi Fuso franchise. About one-third of that is for parts; one-third is for special tools to work on the product; and the balance is for signs and merchandising materials.

Mitsubishi Fuso's sales, along with those of other cabover truck models, have been growing slowly. They account for less than 20 percent of Class 4-7 sales.

Reimers sees the cabover, or low-cab-forward, segment of the medium-duty market continuing to grow in 1990.

He believes the overall medium-duty market will be flat next year, producing about the same 170,000 sales projected for this year.

He expects some customers to be drawn into the market next year in order to avoid the cost of stiffer emissions requirements on 1991 medium- and heavy-duty diesel engine models.

Hino Diesel Trucks introduces remanufactured parts program

ORANGEBURG, N.Y. — Hino Diesel Trucks has entered the remanufactured parts business to support its line of medium-duty diesel trucks.

The program's purpose is to provide readily available, reasonably priced quality parts for Hino owners, according to F. Guy Bradford, Hino's assistant national parts manager.

To kick off the program, the company is offering starters and alternators for its full line of trucks.

They are remanufactured by Nippondenso of Japan, the firm that produces the original parts for

the truck making company.

Bradford said Hino is using the Japanese supplier to ensure that its remanufactured parts meet original quality standards.

Hino has about 100 dealers nationwide. They are supplied through parts distribution centers in New York, Atlanta and Los Angeles.

Bradford said the centers provide a same-day fill rate of more than 97 percent on all orders.

He added that the remanufactured starters and alternators carry a Hino parts warranty honored by all the company's dealers.

More power and torque slated for Navistar 466 diesel engines

CHICAGO — Navistar International plans to increase the horsepower and torque of its 466 series diesel engines next year to satisfy requirements of key markets.

Along with new power ratings on the 466, all Navistar engines will be in compliance with 50-state emissions standards. Special California ratings will no longer be required.

Navistar plans to come out with a new top-end rating of 270 horsepower at 2,400 rpm and a peak torque of 740 pounds-feet at 1,600 rpm on its 466 series, beginning in March 1990.

Those engines are geared for vehicles that require high peak in mid-range models. They include municipal vehicles, dump trucks, utility vehicles, short haul/urban delivery and materials delivery and refuse vehicles, according to Chris Benner, Navistar's manager of medium-duty drivetrain planning.

In January, the DTA 466 will

also offer an engine that develops 220 hp at 2,400 rpm with a higher 590 pounds-feet torque rating at 1,600 rpm.

At the same time, the DTA 466 will also offer a 245-hp rating at 2,400 rpm, with a higher 635 pounds-feet of torque at 1,600 rpm.

The DTA 360, also available in January, will offer a new 185-hp rating at 2,700 rpm and 435 hp at 1,700 rpm, as well as its previous 170 hp at 2,700 rpm and 400 pounds-feet of torque at 1,700 rpm.

The DTA 360 and Navistar's 7.3-liter are targeted toward more cost-sensitive markets such as municipalities and school bus fleets.

Their choice is determined by power requirements, the engine's rebuildability and sheer operating economics, according to John Toole, Navistar manager of product planning, engine and foundry division.

AROUND THE WORLD

Lotus Elan U.S.-bound at \$33,000

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

HETHEL, England — Lotus Cars has unveiled its new Elan sports car that is headed for the United States. The car is the successor to the British firm's 1960s' vintage two-seater of the same name.

The General Motors subsidiary presented the car at last week's Motorfair in London and will exhibit it at the Tokyo auto show, which opens Thursday.

The Elan will enter the U.S. market late next spring at a base price of \$33,000, according to Ronald Foster, president of Lotus Cars U.S.A.

Lotus plans to allocate only 1,000 units to the United States out of a total production of 3,000.

Foster said restricting volume protects against currency fluctuations by reducing the manufacturer's dependence on the United States. Lotus' strategy also calls for 1,000 Elans for Europe and 1,000 for the Far East.

The front-wheel-drive Elan uses an Isuzu-based drivetrain. The body is unusual: a multi-piece bonded, riveted and bolted fiberglass-reinforced plastic and steel composite structure. The single-



The Lotus Elan made its debut Wednesday at the London Motorfair.

piece floorpan is made of reinforced fiberglass.

The 1.6-liter engine is offered in turbo or naturally aspirated form, though only the turbo will be sold in the United States. American cars will have air conditioning and power steering.

Elan development costs are part of a £36 million (\$56 million U.S.) investment program at Hethel (Lotus' headquarters) that is split between car development and new production facilities.

Group Lotus Managing Director Michael Kimberley said 1,400-1,500 Elans will be produced next year and 3,000 in 1991.

The additional 3,000 cars will bring total Lotus output to 5,000 units annually, compared with 1,200 during the 1989 model year.

Production begins in November and cars are scheduled to reach

dealerships in the United Kingdom in January. The convertible will be offered first, followed by a hardtop three months later.

The Elan went through three incarnations before the final design was completed in November 1986. The result is a short, uncluttered shape, with a wide stance, minimal front and rear overhang and sharply raked windshield. The drag coefficient is 0.34 with the top up, 0.38 with the top down.

Though some cues from the previous Elan are retained, chief designer Peter Stevens said an evolutionary design was sought.

The new Elan is 3½ inches longer and 12 inches wider than the old model, measuring 149.7 inches long and 68.3 inches wide, excluding mirrors. The 88.6-inch wheelbase is 5 inches longer. And at 2,249 pounds, the new Elan is 490 pounds heavier than the old Elan Sprint.

Stevens said the fwd, transverse-mounted-engine package allows new proportions.

"The mechanical layout gave us the cockpit space for increased footroom," said Kimberley.

But Roger Becker, Lotus' ride and handling chief, said the move to fwd was "dynamically led, to establish new standards," not dictated by packaging needs.

"We were looking for something completely different," he said. "We could have easily done a rear-wheel-drive car with good results, but we are a technology-led company, and a '90s Elan has to be something special."

He said the torque-steer problem associated with fwd is controlled with a new suspension system dubbed "interactive wishbone" on the patent application.

Instead of a conventional wishbone arrangement, each front suspension assembly is mounted on a separate aluminum raft. The system offers wheel fore-and-aft compliance without sacrificing steering precision, handling and traction.

The 137-mph turbocharged Elan SE is powered by a 1.6-liter, 16-valve four-cylinder "Isuzu-Lotus" engine mated to a five-speed Isuzu manual gearbox. The powerplant develops 165 horsepower, and Lotus reports a 0-60-mph time of 6.7 seconds.

The naturally aspirated Elan produces 130 hp, with a top speed of 122 mph and a 0-60-mph time of 7.6 seconds.

Kimberley insisted there was no pressure from GM to use the powertrain from GM-affiliate Isuzu. "We looked at every cotton-pickin' engine we could find," he said. "We chose an engine that was an idea on a drawing board at the time. That way we could be involved in the development rather than take something off the shelf."

European sales drop after two-year wait

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Evidence of a long-overdue downturn in the European new-car market is beginning to accumulate as the first monthly sales decline of the year occurred in September.

Sales fell 3 percent last month following a 3 percent rise in August, according to industry estimates compiled by Automotive News. Sales were virtually flat in two of the three prior months.

Industry experts have been predicting a slump for almost two years. Instead, new-car sales in Western Europe totaled nearly 13 million in 1988 and were 4.1 percent ahead of last year's record pace during the first three quarters of 1989.

"The market is tailing off, but it will still be an all-time record year," said John May, of Automotive Industry Data in Britain.

September new-car sales totaled 969,700. Nine-month volume was 10,432,700.

The West German and British markets — Europe's two largest — fell back in September, while sales in Italy and France topped the same month in 1988. Germany's monthly decline was traceable in part to a record September in 1988. Sales here last month also suffered from a shortage of catalytic-converter-equipped cars in dealerships due to vacation production shutdowns, industry analysts said.

"Germany will pick up again," said May. "It will do no worse in the fourth quarter than it did last year."

Three German firms heavily dependent on the domestic market — Volkswagen, BMW and Mercedes-Benz — declined by the biggest margins during the month. VW, which moved past Fiat Auto into first place in August, saw its lead shrink in September as Fiat outsold the West German group by about 7,100 units.

A Fiat spokesman, commenting on VW's first place in August, declared, "We are not giving up."

Indeed, some statistical sources say Fiat edged into the lead in September. Helped by an Italian market that rose more than 16 percent, Fiat Auto (including Alfa Romeo and Lancia) advanced 8.3 percent to 146,000 units in September. Through the first nine months, Fiat was up 3.7 percent to 1,519,900 in Europe, a 14.6 percent share of the market.

VW, which includes Audi and

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	9 mos., 1989	Percent gain/loss
West Germany	2,157,700	+ 0.2
United Kingdom	1,919,300	+ 5.1
Italy	1,794,900	+ 7.3
France	1,678,400	+ 7.4
Spain	857,000	+ 7.6
Netherlands	415,100	+ 1.0
Belgium-Luxembourg	361,200	+ 1.5
Switzerland	267,000	+ 6.1
Sweden	223,500	-11.0
Austria	222,600	+ 9.8
Portugal	145,400	- 4.8
Finland	142,900	+ 3.4
Ireland	67,200	+25.4
Denmark	62,600	-14.4
Greece	57,400	+32.6
Norway	40,500	-25.9
Total	10,432,700	+ 4.1

Seat brands, retailed 138,900 cars in September, down 13.3 percent from 1988. In Germany alone, where the market was off by just over 18 percent, VW declined 27 percent in September to 55,600 units. VW Group sales in all of Europe rose 5.5 percent to 1,544,700 for the first nine months of this year, a 14.8 percent share.

Peugeot S.A. was third in the European rankings with a 12.7 percent share for nine months on sales of 1,328,200, a volume gain of 5.2 percent. Ford was next with an 11.8 percent share on nine-month volume of 1,228,600, a 6.1 percent increase.

General Motors, this year's top gainer among Europe's six high-volume makers, was up 8.7 percent for 1989 on sales of 1,156,500 — an 11.1 percent slice of the market. Renault followed with a 10.1 percent share for 1989 on sales of 1,057,200, up 7.1 percent over its nine-month total in 1988.

Sales of Japanese cars dipped 11 percent to 114,200 units in September. After nine months, sales were 0.8 percent below last year's at 1,139,900.

West Germany, Europe's largest market, remained 0.2 percent ahead of last year with nine-month volume at 2,157,700.

Britain was 5.1 percent above 1988 for the nine months with 1,919,300 new-car sales.

Italy rose sharply in September, bringing nine-month volume to 1,794,900, 7.3 percent above 1988. French sales were up 7.4 percent through nine months at 1,678,400. Spanish sales after three quarters were 7.6 percent ahead of 1988 at 857,000 units.

EUROPEAN SALES

Manufacturer	9 mos., 1989	1988 share	9 mos., 1988	Volume Change '88 vs '89
VW-Audi-Seat	1,544,700	14.8	1,463,900	+ 5.5
Fiat Group*	1,519,900	14.6	1,465,700	+ 3.7
PSA**	1,328,200	12.7	1,262,700	+ 5.2
Ford	1,228,600	11.8	1,158,500	+ 6.1
General Motors***	1,156,500	11.1	1,063,800	+ 8.7
Renault	1,057,200	10.1	987,100	+ 7.1
Austin Rover	338,800	3.2	366,400	- 7.5
Mercedes-Benz	331,400	3.2	350,500	- 5.5
Nissan	317,500	3.0	303,900	+ 4.5
BMW	304,000	2.9	277,400	+ 9.6
Toyota	268,400	2.6	276,600	- 2.9
Volvo	205,900	2.0	204,700	+ 0.6
Mazda	174,400	1.7	196,500	-11.3
Mitsubishi	129,000	1.2	120,500	+ 7.0
Honda	108,400	1.0	112,400	- 3.6
Others	419,800	4.0	410,400	+ 2.3
Total	10,432,700	100.0	10,021,000	+ 4.1

*Doesn't add to 100 because of rounding
**Includes Alfa Romeo

***Peugeot, Citroen, Talbot
****Daimler, Mercedes, Isuzu, GM-U.S. Corolla

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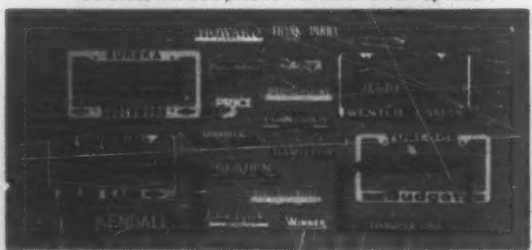
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Imports suffer in September; car sales decline 8%

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

September was a dreary month for most importers, with car sales off 8.1 percent from a year ago.

That brought import car sales for the first nine months of 1989 to 2.17 million units, down 6.7 percent from the first three quarters of 1988.

The only group doing well is the Japanese. Although September sales were down 4.5 percent and year-to-date sales were off 2.3 percent, that is a strong showing in view of the fact that six of the nine Japanese automakers are boosting U.S. production. Their declining import totals are being more than offset by gains from U.S.-built cars.

European cars were off 8.9 percent in September and 12.7 percent for the year.

September provided some solace to four European makes that had seen sales fall through the first

eight months. Peugeot, Audi, Mercedes-Benz and Alfa Romeo posted sales gains ranging from 3 to 32.6 percent for the month.

The list of winners is rather short. Daihatsu, Nissan, Acura, Mitsubishi and Ford Festiva had sales gains for September and for the first three quarters. Volvo remains alone among Europeans in gaining ground for the year so far, despite a 7.2 percent decline in September.

Of those, September was kindest to Chevy, which gained 12.6 percent, and cruelest to Subaru, which was off 31.6 percent. But last month Subaru began producing its first cars in the United States, at a new plant in Lafayette, Ind.

Among importers with falling sales this year, Jaguar, Saab and Pontiac's Korean-built LeMans have suffered declines ranging from 6.9 to 12 percent.

Others have been hit much harder. Hyundai, Porsche, Sterling,

Maserati, Merkur and Yugo all have posted nine-month losses ranging from Hyundai's 30.1 percent to Yugo's 68 percent. Merkur suffered an 80.8 percent drop in September, from 1,634 to 314 units.

Some companies don't fit into tightly drawn categories.

Honda and Toyota have posted import sales losses so far this year, but the figures don't reflect either the gains in U.S. production for their main brands or the shift in import allocations to their luxury brands, Acura and Lexus. In addition, last month's 23.7 percent drop for Honda can be attributed to a temporary shortage of Accords during a model changeover.

Mazda, which had a 1.9 percent decline for the first nine months of 1989, also is increasing U.S. production.

Chrysler imports were down 18.6 percent for nine months, but Chrysler is giving up some of its

SIZE CLASS SHARES Domestic and Import September 1989

	Total Sales	Pct. of Total
SUBCOMPACT...	205,842	24.56
COMPACT.....	198,808	23.72
INTERMEDIATE..	292,035	34.84
STANDARD.....	119,292	14.23
SPECIALTY.....	22,250	2.65
TOTAL.....	838,227	100.00

import allocation to Mitsubishi in exchange for increased production from the Chrysler-Mitsubishi joint-venture assembly plant in Normal, Ill.

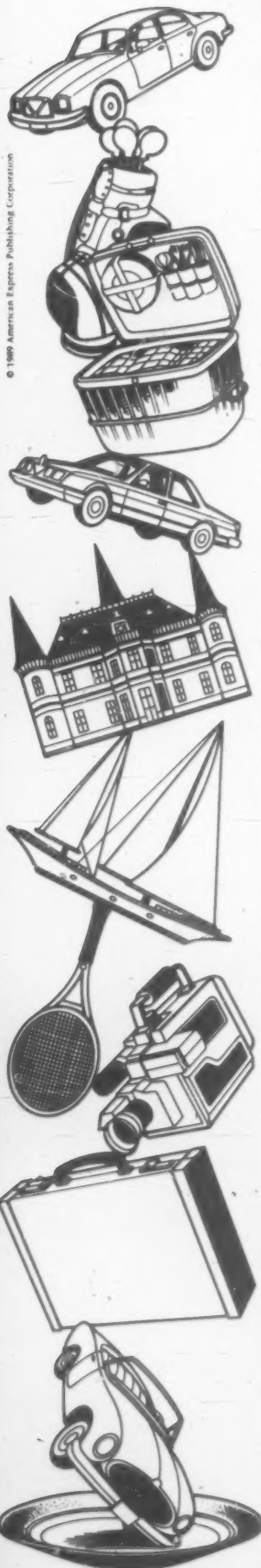
Isuzu's 26.7 percent decline for nine months and 65.9 percent drop-off in September is misleading. Isuzu is replacing both its car models, but new cars haven't started arriving in showrooms. The company also is shifting emphasis gradually to trucks, which are not reflected in these figures.

IMPORT CAR SALES BY MODEL

	Sept. 1989	Sept. 1988	9 Mos. 1989	9 Mos. 1988
ACURA	12,011	13,417	110,707	98,232
Integra	5,298	6,047	61,037	45,803
Legend	6,713	7,370	49,670	52,429
ALFA ROMEO	305	230	2,493	3,663
Milano	142	120	951	1,831
Spider	163	110	1,542	1,832
AUDI	2,182	1,734	15,870	18,335
4000	4	26	95	546
5000	15	252	304	6,917
80	348	404	3,464	4,647
90	281	454	3,624	4,762
V8 Quattro	115	0	492	0
Coupe Quattro	68	0	212	0
100/200	1,136	436	6,140	1,087
100/200 Quattro	215	162	1,539	376
BMW	4,401	6,024	49,887	53,286
3-Series	2,094	2,706	24,648	27,706
5-Series	1,077	1,811	14,809	12,181
635 CSi	106	188	1,224	1,471
7-Series	1,059	1,077	7,829	9,803
M3	49	121	781	1,351
M5	9	57	255	325
M6	7	24	341	449
CHEVROLET/GEO	9,625	8,546	91,553	94,464
Spectrum	5,032	4,259	49,255	57,150
Metro	4,593	4,287	42,298	37,314
CHRYSLER MOTORS	8,874	10,500	81,244	99,852
Colt	5,295	6,289	45,208	64,113
Conquest	289	730	4,522	8,172
Medallion	85	1,233	3,736	11,160
Summit	1,832	702	16,016	1,275
Vista	1,127	1,546	10,423	15,132
TC	246	0	1,339	0
DAIHATSU	1,501	1,021	10,869	8,566
FORD Festiva	6,225	5,768	55,982	53,466
HONDA	16,343	22,079	185,427	187,921
Civic/CRX	5,996	6,574	47,764	79,760
Accord	8,065	10,117	100,733	71,025
Prelude	2,782	5,388	36,930	37,136
HYUNDAI	13,602	17,194	146,042	208,966
Excel	11,166	17,194	124,526	208,966
Sonata	2,436	0	21,516	0
ISUZU	845	2,478	14,563	19,860
i-Mark	671	1,885	10,266	13,398
Impulse	174	593	4,297	6,462
JAGUAR	1,482	1,832	13,882	14,913
XJ6	1,168	1,385	10,633	11,276
XJS	314	447	3,249	3,637
LEXUS	4,554	0	4,554	0
ES 250	1,115	0	1,115	0
LS 400	3,439	0	3,439	0
MASERATI	20	59	220	649
MAZDA	17,922	18,427	171,280	174,523
323	4,380	7,756	53,312	71,397
Protege	1,762	0	2,342	0
626	3,912	5,636	43,315	52,174
MX-6	20	618	2,139	7,514
Miata	2,635	0	13,525	0
929	1,361	2,407	15,437	20,624
RX-7	1,236	1,905	13,576	22,700
MPV	2,616	105	27,634	114
MERCEDES BENZ	6,886	6,160	56,330	63,905
190	1,366	1,323	10,907	13,829
260E	510	384	3,855	5,167
300	2,185	1,589	16,606	16,073
300 SE	559	426	5,071	3,318
300SDL Turbo	0	0	2	89
300SEL	283	180	2,967	4,007
420SEL	787	585	5,277	6,424
560SEL	459	422	3,711	4,014
560SL	521	926	6,180	8,997
560SEC	165	95	1,147	1,156
Tourist	51	230	587	831
MERKUR	314	1,634	6,320	11,772
XR4Ti	221	542	3,685	4,056
SCORPIO	93	1,092	2,625	7,716
MITSUBISHI	7,007	6,687	58,311	55,273
Starion	24	357	637	2,642
Cordia	7	746	365	5,120
Tredia	0	11	12	466
Mirage	2,869	1,070	16,716	9,751
Galant	2,637	2,012	25,117	15,413
Precis	1,313	1,754	13,926	16,433
Van/Wagon	157	737	1,538	5,348
NISSAN	35,971	29,347	321,352	275,015
Sentra	11,014	13,059	97,255	109,428
Pulsar	1,264	3,120	20,285	38,331
Stanza	3,500	4,586	34,322	37,131
Axxess	865	0	6,123	0
Maxima	10,800	4,003	84,251	52,720
240SX/200SX	5,731	2,847	55,621	18,528
300ZX	2,425	1,564	20,601	16,040
Hawaii	372	168	2,894	2,837
PEUGEOT	520	505	4,762	5,094
PONTIAC LeMans	4,079	5,252	41,254	46,055
PORSCHE	656	1,071	7,333	12,481
924S	8	78	108	2,054
944	138	318	1,078	2,864
944S	58	52	351	372
944 Turbo	86	147	613	1,404
911 Coupe/Carrera 4	142	190	1,865	2,410
911 Turbo	59	70	974	845
911 Cabriolet/Speedster	106	130	1,724	1,455
928S	59	86	620	1,057
SAAB	2,827	2,983	26,270	29,859
900	549	590	5,301	5,147
900S	811	803	6,756	8,025
900 Turbo	711	726	6,999	7,254
9000S	182	312	2,157	2,703
9000 CD	170	0	2,438	0
9000 Turbo	183	513	2,378	6,039
Tourist	21	39	241	691
STERLING	418	910	4,544	7,492
SUBARU	10,064	14,710	111,175	116,420
Hatchback	110	349	2,369	4,342
3-Door	277	1,075	7,267	6,846
4-Door Sedan	707	3,316	26,737	23,942
Legacy	4,883	0	19,241	0
Loyale	1,141	0	8,678	0
XT/XT6	970	1,243	10,480	11,190
Station Wagon	309	6,652	19,545	49,841
Justy	1,667	2,075	16,858	26,259
SUZUKI	618	0	4,618	0
TOYOTA	39,893	46,282	376,538	447,828
Corolla	8,481	11,187	90,899	112,828
Tercel	8,654	8,485	73,903	70,803
Celica	4,465	5,387	42,401	50,938
Supra	658	1,256	12,201	15,082
Camry	8,446	16,157	103,495	157,110
Cressida	3,588	986	19,990	8,864
Land Cruiser	369	225	4,014	4,970
Van	330	268	3,556	4,126
4Runner SR 5	4,463	1,755	21,368	16,471
MR2	459	576	4,411	6,636
VOXWAGEN	10,025	12,703	104,657	112,000
Cabriolet	687	1,554	8,638	11,336
Corrado	410	0	510	0
Jetta	3,972	2,902	42,213	41,000
Golf/GTI	1,511	1,824	17,962	6,090
Vanagon	286	307	4,077	4,303
Quantum	26	328	908	2,408
Scirocco	9	504	854	2,927
Fox	3,124	5,284	29,495	43,936
VOLVO	8,038	8,664	80,807	76,679
740 Series	3,057	3,286	33,022	32,157
240 Series	3,809	2,853	36,300	32,468
780 Series	915	2,140	9,378	10,015
780	245	343	1,601	1,459
Tourist	12	42	506	579
YUGO	977	2,510	8,325	28,006
IMPORT TOTAL	228,485	248,727	2,167,169	2,322,555

Volkswagen had reported sales of U.S.-built Golf and GTI models as imports after June 30, 1989.

Compiled by Karen Deffenhafer



FOOD & WINE

For people with a lot
on their plates.

AUCTION DATES

Chrysler Motors

Oct. 24 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

Oct. 25 — A.D.E. of Birmingham, Moody, Ala., and Butler Auto Auction, Gibsonsia, Pa.

Oct. 26 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; Southwest Auto Auction, Chandler, Ariz.; and Ark-La-Tex Auto Auction, Shreveport, La.

Oct. 27 — Manheim Auto Auction, Manheim, Pa.

Oct. 31 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, Warehouse Point, Conn.; Hatfield Auto Auction, Hatfield, Pa.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas.

Nov. 1 — Columbus Fair Auto Auction, Columbus, Ga.

Obetz, Ohio; Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Plymouth, Minn.

Nov. 2 — The Big Sky Auto Auction, Billings, Mont.; Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; Amarillo Auto Auction, Amarillo, Texas; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

Nov. 3 — St. Louis Auto Auction, Bridgeton, Mo., and Tri-State Auto Auction, Cicero, N.Y.

Nov. 7 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas.

Nov. 8 — A.D.E. of Birmingham, Moody, Ala., and Butler Auto Auction, Gibsonsia, Pa.

Nov. 9 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; Southwest Auto Auction, Chandler, Ariz.; and Ark-La-Tex Auto Auction, Shreveport, La.

Nov. 10 — Manheim Auto Auction, Manheim, Pa.

Nov. 14 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Hatfield Auto Auction, Hatfield, Pa.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas.

Model-year breakdown

Year	1st half August	1st half September	1st half October
1989	\$10,733	\$10,724	\$9,798
1988	7,825	7,480	7,143
1987	6,150	5,806	5,677
1986	5,246	5,010	4,879
1985	4,419	4,091	3,984
1984	3,486	3,145	3,025
1983	2,639	2,382	2,373
1982	2,001	1,387	1,339
Overall	\$5,898	\$5,953	\$5,322

Source: MADA Official Used Car Guide

Nov. 15 — Columbus Fair Auto Auction, Obetz, Ohio; Denver Auto Auction, Aurora, Colo.; and Minneapolis Auto Auction, Plymouth, Minn.

Nov. 16 — Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; Amarillo Auto Auction, Amarillo, Texas.

Nov. 17 — St. Louis Auto Auction, Bridgeton, Mo.; Tri-State Auto Auction, Cicero, N.Y.; West Palm Beach Auto Auction, West Palm Beach, Fla.; and Manheim Auto Auction, Manheim, Pa.

Ford Motor Co.

Oct. 24 — A.D.E. of Birmingham, Moody, Ala.; Ohio Auto Auction, Grove City, Ohio; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Oct. 25 — Albuquerque Auto Auction, Albuquerque, N.M.; Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Fort Worth Auto Auction; Fort Worth, Texas; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Oct. 26 — Denver Auto Auction, Aurora, Colo.; Greensboro Auto Auction, Greensboro, N.C.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

General Motors

Oct. 24 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; Fresno Auto Dealers Auction, Fresno, Calif.

Oct. 25 — Atlanta Auto Auction, Red Oak, Ga.; Puget Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Mississippi Auto Auction, Hattiesburg, Miss.; and Omaha Auto Auction, Omaha, Neb.

Oct. 26 — Arena Auto Auction, Chicago; Columbus Fair Auto Auction, Columbus, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; Utah Auto Auction, West Bountiful, Utah; and Mid Ark Auto Auction, N. Little Rock, Ark.

Oct. 31 — A.D.E. of Birmingham, Moody, Ala.; National Auto Dealers Exchange, Bordentown, N.J.

Toyota

Oct. 24 — South Seattle Auto Auction, Kent, Wash.

Oct. 26 — Dallas Auto Auction, Grand Prairie, Texas.

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months —				Expiration Date						
		24	36	48	60							
Chrysler Motors (1988-89 models)												
Chrysler	\$500-\$1,000	6.9	7.9	9.9	9.9	None						
Dodge cars	\$500-\$1,000	6.9	7.9	9.9	9.9	None						
Dodge trucks	\$500-\$2,500	6.9	7.9	9.9	9.9	None						
Eagle	\$750-\$1,200	6.9	7.9	9.9	9.9	None						
Jeep	\$500-\$1,000	6.9	7.9	9.9	9.9	None						
Plymouth	\$500-\$750	6.9	7.9	9.9	9.9	None						
Chrysler Motors (1990 models)												
Chrysler	\$500-\$1,000	6.9	7.9	9.9	9.9	None						
Dodge cars	\$300-\$1,000	6.9	7.9	9.9	9.9	None						
Dodge trucks	\$500-\$2,000	6.9	7.9	9.9	9.9	None						
Eagle	\$500-\$1,000	6.9	7.9	9.9	9.9	None						
Jeep	\$500-\$1,000	6.9	7.9	9.9	9.9	None						
Plymouth	\$300-\$750	6.9	7.9	9.9	9.9	None						
Ford Motor Co. (1989 models)												
Ford cars	\$500-\$1,000	6.9	8.9	9.9	10.9	None						
Ford trucks*	\$500-\$1,250	6.9	8.9	9.9	10.9	None						
Lincoln	\$500-\$1,500					None						
Mercury	\$600-\$1,500	6.9	8.9	9.9	10.9	None						
Merkur	\$3,000-\$4,000					None						
*Ford truck finance incentive applies only to Ranger and Bronco II												
Ford Motor Co. (1990 models)												
Ford cars	\$500-\$800	6.9	8.9	9.9	10.9	None						
Ranger, Bronco II	\$1,000-\$1,250	6.9	8.9	9.9	10.9	None						
Mercury Topaz, Cougar, Sable	\$600	6.9	8.9	9.9	10.9	None						
General Motors (1989 models)												
Chevrolet cars	\$400-\$1,000	6.9	8.9	9.9	10.9	None						
Chevrolet trucks	\$500-\$1,250	6.9	8.9	9.9	10.9	None						
GMC	\$500-\$1,250	6.9	8.9	9.9	10.9	None						
Oldsmobile	\$200-\$2,500*	6.9	8.9	9.9	10.9	None						
Pontiac	\$600-\$1,000	6.9	8.9	9.9	10.9	None						
*Based on option package selected												
General Motors (1990 models)												
Buick	\$200-\$1,000*	6.9	8.9	9.9	10.9	None						
Chevrolet cars	\$750-\$800 on Corsica, Beretta, Lumina, Prizm**	6.9	8.9	9.9	10.9	None						
Chevrolet trucks	\$1,000-\$1,250 on S-10 pickup, Blazer	6.9	8.9	9.9	10.9	None						
GMC	\$1,000-\$1,250 on S-15 pickup, Blazer	6.9	8.9	9.9	10.9	None						
Oldsmobile	\$200-\$1,000*	6.9	8.9	9.9	10.9	None						
Pontiac	\$600-\$1,000	6.9	8.9	9.9	10.9	None						
*Based on option package selected **\$1,400 on Prizm for import owners												
Mazda trucks (1989 models)							\$750					Nov. 1
Nissan Stanza (1989)							\$1,500-\$2,000		7.9	9.9		Dec. 4
Sterling (1989)							\$3,500-\$5,000					Nov. 2
Subaru (1989 models)							\$500-\$3,000*					Nov. 2
*Rebates go to the customer in some regions and to the dealer in other regions.												
Volkswagen (1989 models)							\$500-\$3,000	2.9	6.9	7.9	9.9	Oct. 31

Subaru holds most car prices — for now

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

BLOOMINGTON, Ind. — Subaru of America will hold prices on many of its 1990 models this fall but expects to increase them after the first of the year.

The freeze, which applies to vehicles that were not upgraded for the new model year, is further evidence of the industry's caution as it starts the 1990 season. In recent weeks, several Japanese and European makers have held the line or cut prices on their 1990 models.

Subaru's entry-level, three-door Justy will be priced at \$5,866, the same as the 1989 model. The company will also maintain prices on the Legacy models, which were introduced in April as 1990 models. Legacy prices begin at \$12,499. The base sedan, priced at \$11,299, has been dropped.

Two-wheel-drive versions of the XT sports car start at \$13,071, also the same as last year.

While prices have been kept in check, "We anticipate there will be

a price increase in the near future, after the first of the year," said Thomas R. Gibson, president and chief operating officer of Subaru of America.

Cars in the Loyale line — the new name for Subaru's previous generic sedans, wagons and coupes — are generally \$400 to \$800 higher than the models they replace, but the base sedan at \$9,299 is \$432 less than last year's closest equivalent, the DL sedan.

Prices on four-wheel-drive Justy and XT6 models also went up.

The price plan kicks off what is expected to be a flat sales year. Subaru is forecasting 1989 calendar year sales at 140,000 to 150,000 cars. Sales for 1990 will be "about the same as this year," Gibson said.

He said the company's expectations for 1990 are tied in part to a planned reduction in fleet sales. The company expects to sell 5,000 to 10,000 fleet cars in 1990, down from an estimated 30,000 this year.

"As we introduce our new Legacy, we don't want to put a huge number of cars through the fleet side and flood the resale market," Gibson said. "We believe that by reducing our fleet sales we can help our dealers' overall sales effort."

Gibson said the drop in fleet sales will offset sales gains made by new models, the compact Legacy and the subcompact Loyale. Legacy sales reached 5,200 in August but slipped to 4,883 in September. The company said Legacy sales currently constitute half of its U.S. volume.

Gibson said the company has been surprised by a larger-than-expected demand for high-end Legacy LS sedans, which are positioned to compete against the Honda Accord and Toyota Camry. But he said Subaru is "scrambling" to get an adequate supply.

He also said the 1990 Loyale will not be available to U.S. dealers until November, when 1989 models are expected to be sold out.

POLING

FROM PAGE 3

uar) are in," said Poling.

Ford is also considering other joint ventures as it and other automakers look for overseas and domestic partners to share manufacturing and development costs.

Ford announced on Friday, Oct. 20, that it is no longer holding discussions with Swedish automaker Saab-Scania.

At the same time, Poling said Ford has no objection to the recent announcement that GM and Chrysler Corp. would form a powertrain joint venture.

Ford's relationship with Mazda and Nissan to develop vehicles in Europe and North America, and with Volkswagen in Brazil and Argentina are actions along the same lines, Poling said.

Ford could feasibly do another joint venture project with Nissan and/or Mazda, but Poling declined to be specific.

Ford is also looking at joint ventures with other manufacturers. Poling said Ford has been talking to representatives from the Soviet Union about the on-again/off-again joint venture in that country,

but no decisions have been made.

Ford's own world car program — the Tempo/Topaz replacement codenamed the CDW27 — has recently had an extensive review by Poling. Ford Automotive Group President Philip Benton and Louis Ross, executive vice president international automotive operations.

Insiders report that the next Tempo/Topaz will be launched in the 1992 model year in the United States. Poling said he is pleased with the progress of the CDW27 and sees substantial benefits in such world programs.

Poling said that during the next five years, Ford will spend substantially more than the \$19 billion it spent during the last five years on capital spending. A "substantial part" of that capital spending will be devoted to replacing all of Ford's current powertrains.

The increased spending for tools and facilities, plus the rising cost of retail incentives on its vehicles, are two of the biggest factors affecting Ford's earnings right now, said Poling.

He declined to predict whether Ford can top its record 1988 earnings of \$5.3 billion.

Poling agreed that new products from GM divisions will make it more difficult for Ford to keep up its string of sales successes.

"We are not going to get the same improvement in share in the next eight years that we have in the last eight years," Poling said.

"If you just hold your own in this environment and continue to improve your quality and continue to improve your costs — you are going to have a very strong company."

Ford will likely end the 1989 calendar year with a 22.6 percent share of the U.S. car and truck market, but Poling would like to see more improvement. And the difficult sales environment will take victims as competition intensifies and overcapacity increases.

"I think the over-capacity situation is so serious that the number of companies you have competing in this market will not be able to exist for 10 years — if that long — in their present size and form," Poling said.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebates	Expiration Date
Ford Motor Co. (1989 models)		
Festiva, Escort	\$200-\$500, quota	Nov. 7
Taurus SHO	\$1,000	Nov. 7
Ranger, Bronco II	\$250	Nov. 7
Merkur	\$1,000	Nov. 7*
*No expiration date on Scorpio		
Ford Motor Co. (1990 models)		
Festiva, Escort	\$200-\$500, quota	Nov. 7
Tempo	\$250	Nov. 7
Taurus SHO	\$1,000	Nov. 7
Ranger, Bronco II	\$200-\$500, quota	Nov. 7
Continental	\$1,000	Nov. 7
General Motors (1990 models)		
Buick	\$1,000-\$2,000 on Reatta, Riviera, Park Avenue Ultra	Nov. 30
Audi (1989 models)		
	\$1,800-\$4,500, quota	Oct. 31
Hundai (1989-90 models)		
California dealers	\$400	Nov. 2
Other dealers	\$300-\$1,000, quota	Nov. 2
Isuzu (1989 models)		
	\$1,500, quota	Dec. 31
Mitsubishi (1989-90 models)		
	\$500-\$1,000	Oct. 31
Nissan (1989 models)		
Axxess, trucks	\$200-\$2,000	Dec. 4
Pugeot		
	\$1,800	Dec. 31
Subaru (1989 models)		
	\$500-\$3,000*	Nov. 2
*Rebates go to the customer in some regions and to the dealer in other regions.		
Toyota (1989 models)		
Cressida	\$1,500	Nov. 2
Corolla, Camry	\$500	Nov. 2

PRODUCTION

Car output 14,000 off weekly norm

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Domestic automakers fell almost 14,000 units short of normal mid-October output last week with a schedule of 141,778 cars.

Slow sales and bulging inventories continue, causing automakers to cut back their schedules. Last week's estimate was 0.24 percent below the prior week's production and 12.58 percent below the year-ago week's total.

Last week's estimated production was split as follows: General Motors, 43.59 percent; Ford Motor Co., 26.56 percent; Chrysler Motors, 14.04 percent; Honda of America Manufacturing, 5.01 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.15 percent; Toyota Motor Manufacturing U.S.A., 2.86 percent; Diamond-Star Motors, 2.04 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.48 percent; and New United Motor Manufacturing Inc., 1.27 percent.

Truck output was targeted at 69,842 units last week, 9.34 percent more than the previous week's but 14.71 percent less than the year-ago week.

GM will shut its Fairfax, Kan., plant for two weeks beginning Oct. 30 and will close its Wilmington, Del., plant for two weeks on Nov. 6 because of high inventory.

The following GM plants resumed output today after being idle due to sluggish sales: Oklahoma City; Moraine, Ohio; Shreveport, La.; Flint, Mich.; and Pontiac West in Pontiac, Mich.

GM extended downtime at its Linden, N.J., plant until Oct. 30 because of high inventory. The facility had been scheduled to reopen today.

Ford's Kentucky Truck plant in Louisville is closed this week because of slow sales.

Chrysler shut its Toledo, Ohio, Jeep plant today for inventory adjustment. The plant is scheduled to reopen Oct. 30.

Mack Trucks said its plant in Macungie, Pa., will return to full production Oct. 30. The plant has been idle since Oct. 16 due to a work stoppage at a facility that supplies truck cabs to Mack.

16-month high for Canada cars

Canadian makers' scheduled output of 24,201 cars last week, the highest since the 24,730 cars built the week ended June 18, 1988.

Last week's estimated production was 38.92 percent above the previous holiday week and 10.11 percent above the year-ago week.

So far this year, 782,208 cars have been assembled, 9.08 percent below last year's total at this time.

Truck production was scheduled at 20,778 units last week, 31.81 percent above the prior week but 2.68 percent below the year-ago week.

Year-to-date, 767,889 trucks have been produced, 2.87 percent more than the year-ago total.

Chrysler Motors' Brampton, Ontario, plant remains idle due to high inventory of the Premier.

U.S. CAR

	Week Ended Oct. 21, 1989	Week Ended Oct. 22, 1988	Week Ended Oct. 14, 1989	Oct. to Date	Jan. 1 to Oct. 21, 1989	Jan. 1 to Oct. 22, 1988
Horizon	1,000	1,574	1,124	715	26,121	65,952
Sundance	1,800	2,203	1,847	5,316	83,791	83,870
Reliant	0	2,246	0	0	0	73,310
Acclaim	2,600	175	2,863	8,148	102,707	175
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	396	0	0	0	17,429
Total Plymouth	5,400	6,594	5,634	16,879	212,619	249,826
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,600	2,594	2,763	5,363	85,656	66,211
LeBaron GTS	0	221	0	0	2,946	7,752
N. Yorker C-Class	2,222	909	2,473	67,057	85,360	0
Fifth Avenue	1,000	960	1,235	3,916	19,918	26,033
Imperial	400	0	276	928	1,140	0
Total Chrysler	4,700	5,997	5,183	12,680	176,717	193,268
Omni	1,100	1,526	1,256	3,590	27,801	64,770
Daytona	1,600	1,728	1,847	3,447	66,676	62,999
Shadow	2,100	2,212	2,266	6,605	81,909	83,007
Ages	0	2,184	0	0	0	71,650
Dodge 600	0	0	0	0	0	8,549
Dynasty	2,400	2,678	2,400	6,844	106,901	87,595
Lancer	0	188	0	0	1,528	7,336
Spirit	2,600	65	2,697	8,172	89,877	65
Diplomat	0	187	0	0	0	16,056
Total Dodge	9,800	10,768	10,466	28,658	374,692	401,955
CHRYSLER MOTORS	19,900	23,359	21,483	58,217	764,028	845,049

Escort	9,775	11,127	9,718	28,931	281,714	331,170
Mustang	3,683	3,808	3,701	10,971	164,486	165,543
Tempo	3,311	4,137	3,085	9,457	121,620	150,710
Taurus	8,142	7,910	8,247	24,177	292,848	322,596
Thunderbird	2,137	694	0	2,137	118,026	91,972
Total Ford Div.	27,048	27,676	24,751	75,673	978,694	1,061,991
Topaz	1,089	1,411	1,185	3,613	56,338	57,570
Cougar	1,907	696	0	1,907	100,476	71,370
Sable	2,859	2,773	2,989	8,736	97,084	109,803
Total Mercury	5,855	4,880	4,174	14,256	253,898	238,743
Continental	1,431	1,530	1,651	4,537	52,162	41,430
Mark VII	470	768	543	1,491	16,869	21,809
Lincoln	2,852	2,293	3,300	9,051	99,403	102,291
Total Lincoln	4,753	4,591	5,494	15,079	168,434	165,530
Total L-M Division	10,608	9,471	9,668	29,335	422,332	404,273
FORD MOTOR CO.	37,656	37,147	34,419	105,008	1,401,026	1,466,264

Skyhawk	0	1,245	0	0	6,913	16,725
Skyline/Somerset	1,920	1,580	1,949	5,762	51,750	40,797
Century	0	4,939	2,720	5,438	104,595	109,181
Riviera	584	672	563	1,686	16,017	7,835
Electra	1,633	2,505	1,818	4,902	65,095	70,099
LeSabre (fwd)	3,281	2,954	3,890	10,431	124,622	110,310
LeSabre (rwd)	245	209	237	715	6,087	8,054
Reatta	203	252	211	616	5,006	8,022
Total Buick	7,866	14,356	11,388	29,630	380,085	371,023
Camaro	0	0	0	0	3,693	0
Eldorado	653	771	736	2,128	24,152	28,743
Seville	427	582	568	1,514	17,733	18,487
Brougham (rwd)	1,708	914	1,571	4,899	45,687	28,225
Deville (fwd)	4,600	4,300	4,159	12,701	150,405	124,680
Allante	75	75	75	225	2,542	1,609
Total Cadillac	7,463	6,642	7,109	21,467	240,519	205,437
Cavalier	8,255	8,133	8,362	24,518	294,894	294,614
Camaro	1,983	2,575	1,926	6,012	83,385	77,208
Celebrity	0	4,123	0	0	70,720	148,657
Corsica/Beretta	4,290	10,212	0	8,636	302,496	349,045
Caprice	2,945	4,162	1,290	5,540	141,913	170,670
Corvette	460	550	560	1,020	20,356	18,469
Total Chevrolet	17,933	29,755	12,138	45,726	913,764	1,058,663
Calais	1,680	3,280	1,669	5,050	73,463	93,366
Firenza	0	0	0	0	5,230	0
Cutlass Ciera	0	1,518	1,615	3,224	69,698	24,533
Cutlass Supreme	4,030	3,627	4,014	12,073	91,587	115,975
Toronado	584	345	273	1,131	7,692	12,473
88 (fwd)	4,210	3,833	4,304	12,446	115,732	128,374
88 (rwd)	253	178	175	668	6,473	9,423
Olds 98	1,900	1,759	1,301	4,463	58,970	59,588
Total Oldsmobile	12,657	14,540	13,351	39,055	423,615	448,962
Sunbird	4,085	2,892	4,115	11,349	119,986	88,393
Grand Am	4,800	6,130	4,857	14,452	195,186	195,973
Firebird	1,273	1,517	1,276	3,781	46,934	52,423
Grand Prix	3,935	4,000	3,717	7,652	106,987	114,227
Pontiac 6000	0	3,113	1,452	2,910	65,477	74,584
Bonneville	1,796	3,507	1,944	5,916	77,014	97,051
Savanna/Panther	0	105	0	0	2,691	6,438
Fiero	0	0	0	0	0	13,297
Total Pontiac	15,889	21,264	17,361	46,060	614,275	642,386
GENERAL MOTORS	61,808	86,557	61,347	181,938	2,572,258	2,726,471

DIAMOND-STAR	2,889	0	3,254	8,927	64,772	0
HONDA	7,110	7,069	7,033	20,265	299,159	300,013
Civic	3,330	2,403	3,594	10,430	110,373	88,346
Accord	3,780	4,666	3,439	9,835	188,786	211,667
MAZDA	4,465	5,555	4,685	13,598	166,730	119,071
NISSAN	2,100	1,640	2,098	6,625	96,021	91,847
NUMMI	1,800	863	3,745	9,353	160,250	113,070
Corolla	800	863	1,673	4,052	65,033	43,781
Geo Prizm/Nova	1,000	0	2,072	5,301	95,217	69,289
TOYOTA	4,050	0	4,053	12,149	115,596	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	141,778	162,190	142,117	416,080	5,639,840	5,697,782
Total Cars, Canada	24,201	21,978	17,421	58,163	782,208	860,348
U.S., Canada Cars	165,979	184,168	159,538	474,243	6,422,048	6,558,130
U.S., Canada Cars and Trucks	256,599	287,411	239,175	726,253	10,573,745	10,648,304

Monthly estimates may contain error of one or two units due to rounding.

† Total includes the Mini and Fiat Panda

CANADIAN CAR

	Week Ended Oct. 21, 1989	Week Ended Oct. 22, 1988	Week Ended Oct. 14, 1989	Oct. to Date	Jan. 1 to Oct. 21, 1989	Jan. 1 to Oct. 22, 1988
Premier	0	1,312	0	1,033	28,282	48,695
CHRYSLER MOTORS	0	1,312	0	1,033	28,282	48,695
Tempo	3,360	3,415	2,532	5,892	105,976	141,017
Topaz	1,440	1,751	1,089	2,529	45,071	55,070
Crown Victoria	2,659	2,790	2,228	7,252	96,050	103,927
Grand Marquis	3,101	2,951	2,346	7,949	103,841	105,552
FORD MOTOR CO.	10,560	10,907	8,195	23,622	350,938	405,566
Celebrity	825	587	486	1,859	18,438	16,975
Cutlass Ciera	1,506	3,331	969	3,467	100,716	186,753
Lumina	6,570	0	5,110	17,068	133,287	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,910	4,352	605	3,662	63,420	131,517
GENERAL MOTORS	10,811	8,270	7,170	26,056	315,861	364,935
HONDA	2,100	1,309	1,493	5,467	67,671	36,174
TOYOTA	550	0	419	1,481	12,942	0
VOLVO	180	180	144	504	6,514	4,978
Total Cars, Canada	24,201	21,978	17,421	58,163	782,208	860,348

U.S. TRUCK*

U.S. TRUCK ☆	Week Ended Oct. 21, 1989	Week Ended Oct. 22, 1988	Week Ended Oct. 14, 1989	Oct to Date	Jan. 1 to Oct. 21, 1989	Jan. 1 to Oct. 22, 1988
Caravan	2,200	0	2,048	6,757	86,326	73,371
Dakota	900	2,444	0	900	75,126	87,632
Caravan C/V	100	0	77	289	5,534	10,162
Ram pickups	900	2,438	0	900	75,190	66,142
Total Dodge	4,100	4,882	2,125	8,846	242,176	237,307
Cherokee	4,000	4,567	4,187	12,174	178,835	149,634
Comanche	300	917	389	1,159	23,024	36,534
Grand Wagoneer	300	350	0	300	8,427	11,202
Wagoneer	150	208	204	511	6,653	8,905
Total Jeep	4,750	6,042	4,780	14,144	216,939	206,275
Voyager	2,100	0	1,957	6,494	80,722	68,411
Town & Country	50	0	25	113	2,974	0
Total C-P Div.	2,150	0	1,982	6,607	83,696	68,411
CHRYSLER MOTORS	11,000	10,924	8,887	29,597	542,811	508,447
Aerostar	4,100	5,613	4,031	12,159	182,199	170,582
Bronco	1,208	959	1,185	3,578	59,591	44,119
Bronco II	2,361	1,785	2,182	6,900	95,838	97,884
Econoline	4,204	5,607	4,194	12,608	181,942	195,824
Mediums/Heavies	1,269	1,258	1,281	2,550	48,597	53,535
Light trucks	11,135	8,789	11,057	31,663	427,428	399,020
Ranger	6,625	2,865	6,015	19,125	255,884	267,079
Total Ford Div.	30,902	26,876	29,945	88,583	1,249,479	1,228,043
FORD MOTOR CO.	30,902	26,876	29,945	88,583	1,249,479	1,228,043
Astro	2,928	4,085	2,915	8,835	132,961	144,073
Blazer	0	638	0	608	22,108	21,466
Mediums/Heavies	294	485	289	891	5,733	16,330
P-Model	789	969	758	1,547	25,203	33,874
Pickups	7,809	8,743	8,230	22,900	329,423	294,233
S-10	370	5,943	370	1,110	196,792	248,543
S-10 Blazer	1,549	4,248	0	1,549	144,402	136,684
Sportsvan/Van	1,787	2,200	1,694	5,425	78,764	78,334
Suburban	0	1,426	0	1,596	61,178	57,661
Total Chevrolet	15,526	28,737	14,256	44,461	996,564	1,031,198
Jimmy	0	197	0	92	6,721	6,287
Mediums/Heavies	506	623	465	1,427	10,077	29,939
P-Model	91	70	93	185	3,387	4,459
Pickups	2,271	2,720	1,426	6,464	99,706	90,249
S-15	0	1,575	0	0	48,568	56,178
S-15 Jimmy	851	1,324	0	851	41,788	38,473
Safari	832	1,085	851	2,462	35,789	36,921
Suburban	0	1,076	0	502	25,246	25,253
Vandura/Rally Vans	673	715	749	1,938	24,121	27,943
Total GMC	5,224	9,385	3,584	13,921	295,403	315,702
GENERAL MOTORS	20,750	38,122	17,840	58,382	1,291,967	1,346,900
NAVISTAR	1,400	1,848	1,456	4,346	65,567	70,438
NISSAN	2,340	1,372	2,296	6,596	97,844	74,963
AM GENERAL*	450	450	450	1,350	18,540	18,810
MISCELLANEOUS*	3,000	2,300	3,000	9,000	117,600	96,140
Total Trucks, U.S.	69,842	81,892	63,874	197,854	3,383,808	3,343,741